

Marked Version of Claims amended and added

What is claimed is:

13. An online advertising system, comprising: a processing system that

(a) receives a request from an advertiser for an advertising box, wherein said advertising box is an area where said advertiser is able to enter advertising information and design the appearance of said advertising information;

(b) enables said advertiser computer to display first advertising box;

(c) [optionally,] selects an existing advertising information associated with said advertiser if [any] available; renders said existing advertising information and the appearance of said existing advertising information [if any available] to said advertiser computer and utilizes said appearance of said advertising information to deploy said advertising information within second advertising box;

(d) receives updated advertising information and updated appearance of said updated advertising information from said advertiser; and then

(e) delivers said updated advertising information and said updated appearance of said updated advertising information to an ad viewer computer and enables said ad viewer computer to display third advertising box and utilize said updated appearance of said updated advertising information to deploy said updated advertising information within said third advertising box.

19. The online advertising [method] system of claim 14, wherein said modify includes changing advertising contents within said first advertising box and said second

advertising box.

20. The online advertising [method] system of claim 14, wherein said modify includes changing advertising objective within said first advertising box and said second advertising box.

21. The online advertising [method] system of claim 14, wherein said modify includes changing localization of advertising contents within said first advertising box and said second advertising box.

22. The online advertising [method] system of claim 14, wherein said modify includes identifying one or more templates that are associated with said first advertising box and said second advertising box.

23. The online advertising [method] system of claim 13, wherein said advertising information include advertising objective, texts, pictures, movie clips, flash and html links.

24. The online advertising [method] system of claim 14, wherein said advertising information include advertising objective, texts, pictures, movie clips, flash and html links.

33. An online advertising method, comprising:

(a) transmitting an electronic publication from a server to an ad viewer computer, said publication comprising more than one advertising box, said advertising box being an area where an advertiser is able to enter advertising information and design the appearance of said advertising information, wherein each of said advertising box is

independently controlled by its advertiser; and then

(b) rendering the ad viewer computer to display said publication comprising said advertising boxes, each of said advertising boxes utilizing its appearance of said advertising information to deploy said advertising information therein.

34. The online advertising method of claim 33, further comprise an editing tool to enable said advertiser to modify advertising information and the appearance of said advertising information within said advertising box that the advertiser controls.

35. The online advertising method of claim 33, wherein said advertising information includes advertising objective, texts, pictures, movie clips, flash, HTML links and RSS feeding.

36. The online advertising method of claim 33, wherein each of said advertising boxes is further divided into more than one tab, each tab being assigned to have its own advertising information and its own appearance.

37. The online advertising method of claim 33, wherein each of said advertising boxes has identical shape and size.

38. The online advertising method of claim 33, further comprising a viewing process, (a) receiving a set up querying criterions from an ad viewer computer; and then (b) selecting ads containing advertising information in accordance with said querying criterions for transmitting to the ad viewer computer.